



## Request for Business Promotion Funds Application Process

The Town Council annually appropriates \$50,000 for business promotion activities within the Town of Danville. Funding requests for 2016-2017 will be considered by the Town Council as part of the Town's annual budget process. The Business Promotion Funding Program consists of two grant categories:

1. **Cohesive Marketing Vehicle:** Up to \$30,000 would be available to develop a single cohesive marketing vehicle that reaches Danville's target audiences with the greatest level of content, that utilizes a combination of communications vehicles beyond the traditional print channels and that takes advantage of the "Shop Danville First" website as the marketing hub.
2. **General Business Marketing & Promotion:** Up to \$20,000, in maximum \$1,500 grant funding allotments, would be available for the promotion of the business community through marketing and promotion grants *unless* the application demonstrates that the event is coordinated and marketed in conjunction with other events during same time period (e.g., Spirit of Danville Holiday Shopping event), in which case the maximum grant amount may be increased up to \$2,500 per grant application. These grants would assist business organizations in their marketing efforts of events and businesses and businesses.

### COHESIVE MARKETING VEHICLE

The purpose of this Business Promotion funding category is to develop a marketing vehicle that serves to strengthen devotion to the Danville brand among its primary target audience while reaching out to cultivate new brand loyalists.

The Cohesive Marketing Vehicle must "rise above the noise" and differentiate itself from the multitude of similar publications by offering inspirational forward-looking lifestyle content, in themed recurring features with stylized retail photography, designed to build loyalty to the authentic Danville brand, and promote collaboration among Danville-based businesses.

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## GENERAL BUSINESS MARKETING AND PROMOTION

The remaining \$20,000, in maximum \$1,500 allotments, *unless* the application demonstrates that the event is coordinated and marketed in conjunction with other events during same time period (e.g., Spirit of Danville Holiday Shopping event), in which case the maximum grant amount may be increased up to \$2,500 per grant application, and is available for business promotion activities that are: (a) deemed to be most advantageous to a *broad range* of Danville's business community; and (b) anticipated to yield the greatest level of *direct and immediate* results and (c) encourage *collaboration* among Danville businesses.

All applications for Business Promotion Funds are reviewed, with the Town Council determining whether a proposal will be funded, as well as, the appropriate funding amount. Due to overwhelming response to this program in past years, the Town will focus on providing funding for applications that best demonstrate creativity, cooperation from multiple businesses, and projects which would stimulate economic development within the Town of Danville and tap into local resources for project success.

Business Promotion Funds must be used for purposes deemed to be most advantageous to a broad range of Danville's business community and anticipated to yield direct and immediate results and encourage collaboration of Danville Businesses. Funds may not be used to promote or support specific individual businesses or organizations, or require the preparation of specialized studies, reports, etc. Preference will be given to requests that provide matching funds and to those applications with particular emphasis targeting both residents and those outside the community to promote awareness of Danville businesses and encourage new customers to patronize local businesses. Preference will also be given to applications that demonstrate collaboration among multiple businesses. These funds are not to assist specifically for event promotion, but to assist in a larger scope of business promotion for the business community.

Organizations or individuals seeking Business Promotion Funds are invited to submit proposals to the Town of Danville. To request an application, or obtain additional information, please visit the Town's website [www.danville.ca.gov](http://www.danville.ca.gov) or contact Jill Bergman at (925) 314-3369. Grant applications will be accepted from March 14, 2016 to April 15, 2016. **All applications must be received in the Town Offices by Friday, April 15, 2016 at 5:00 p.m. to be considered.**

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**Purpose:**

- To help plan and organize your project or event
- To provide the Town Council with information to effectively evaluate the proposal and understand how the proposal has a direct connection to business promotion in the Town of Danville
- To enable staff to plan and provide necessary support
- To provide standard date for future planning and refinement of programs

**All fields are required to be completed for consideration:**

**Organization:**

**Project/Event Name:**

**Contact Information:**

▪ **Name:**

▪ **Address:**

▪ **Phone:**

▪ **E-Mail:**

**Project Costs**

▪ **Total Project Budget:** \$

▪ **Total Town Request:** \$

▪ **Event Insurance Cost:** \$

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**Please Note: The application must include the following information as a separate attachment. Applications that do not include the requested information will not be considered.**

1. How would the specific goals of the project relate to the promotion of economic development within the Town of Danville?
2. Which sector(s) of the business community would this project benefit and how will it benefit them?
3. Describe how the project, with the use of Business Promotion Funds, would yield direct and immediate results within the business community.
4. How would you incorporate any marketing elements that would be produced as a result of the Town's "Shop Danville First" Marketing Program (i.e. tag line, website, logo, merchandise, etc.)?
5. What metrics would you use to measure the success of this project and what methodology would be utilized to take these measurements?
6. If you or your organization has received Business Promotion Funds from the Town within the previous three years, please submit a complete financial summary of the last project which utilized Town funding. Please indicate all line items of the project where public funds were used.

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### **Projected - Operating Expenditures**

Personnel Salaries:	Project Budget	Town Request
▪ _____	\$ _____	\$ _____
▪ _____	\$ _____	\$ _____
▪ _____	\$ _____	\$ _____
Personnel Salaries – Subtotal:	\$ _____	\$ _____
Fringe Benefits:		
▪ _____	\$ _____	\$ _____
Contract Services:		
▪ _____	\$ _____	\$ _____
▪ _____	\$ _____	\$ _____
Personnel Expenses – Total:	\$ _____	\$ _____
Non-Personnel Expenses:		
▪ _____	\$ _____	\$ _____
▪ _____	\$ _____	\$ _____
▪ _____	\$ _____	\$ _____
Non-Personnel Expenses – Total:	\$ _____	\$ _____
<b>Operating Expenditures – Total:</b>	<b>\$ _____</b>	<b>\$ _____</b>

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### **Projected - Capital & Equipment Expenditures**

Itemized Expenditures:	Project Budget	Town Request
▪ _____	\$ _____	\$ _____
▪ _____	\$ _____	\$ _____
▪ _____	\$ _____	\$ _____
▪ _____	\$ _____	\$ _____
▪ _____	\$ _____	\$ _____
▪ _____	\$ _____	\$ _____
Capital & Equipment – Total:	\$ _____	\$ _____
<b>All Expenditures – Grand Total:</b>	<b>\$</b> <span style="border: 1px solid black; display: inline-block; width: 150px; height: 25px; vertical-align: middle;"></span>	<b>\$</b> <span style="border: 1px solid black; display: inline-block; width: 150px; height: 25px; vertical-align: middle;"></span>

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## Projected Income

Earned Sources:	Project Budget	Town Request
▪ _____	\$ _____	\$ _____
▪ _____	\$ _____	\$ _____
▪ _____	\$ _____	\$ _____
▪ _____	\$ _____	\$ _____
Earned Income – Total:	\$ _____	\$ _____
Contributions/In-Kind:		
▪ _____	\$ _____	\$ _____
▪ _____	\$ _____	\$ _____
▪ _____		
▪ _____	\$ _____	\$ _____
Contributed Income – Total:	\$ _____	\$ _____
<b>All Income – Grand Total:</b>	<b>\$</b> <div></div>	<b>\$</b> <div></div>

Budget Prepared By: \_\_\_\_\_ Date: \_\_\_\_\_

Contact Phone No.: \_\_\_\_\_ E-Mail: \_\_\_\_\_